



Outsource to Outshine: Driving Value with Brand Fostering

Sales & Marketing Outsourcing

July 2025



Speakers



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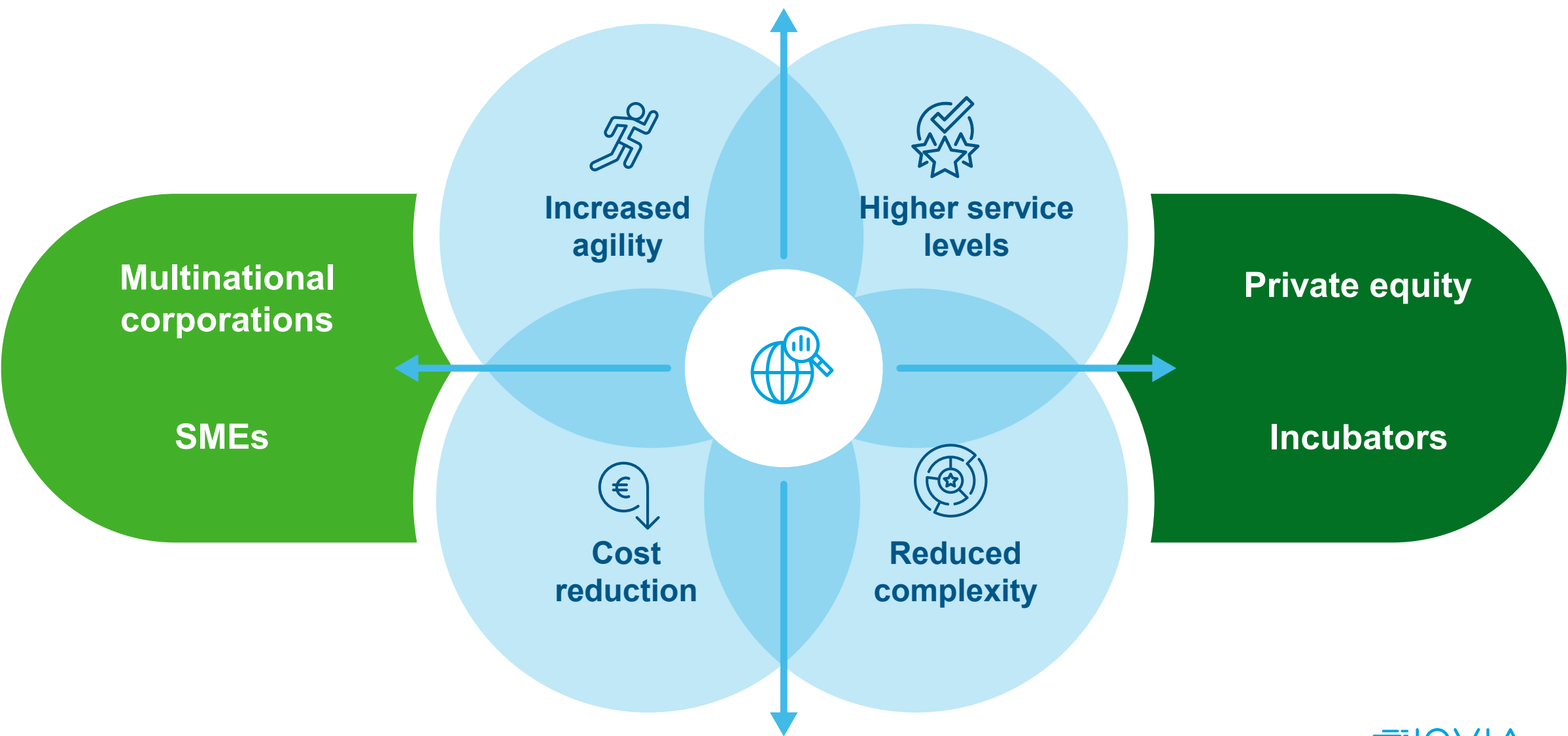


Yannick Lafortune

*Associate Strategy and
Product Director*

IQVIA Technologies

Why and where is the need for outsourcing?



What challenges does outsourcing help tackle?



**Launching
a new brand**



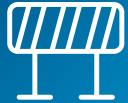
**Entering new
markets**



**Managing brand
portfolios**



**Launching into
new channels**



**Brand marketing
challenges**



**Developing new
claims**



**Lack of
resources**



**Responding
market / industry
challenges**

What can you outsource? Basically, everything!



However, this can lead to more complexity rather than efficiency

From complexity



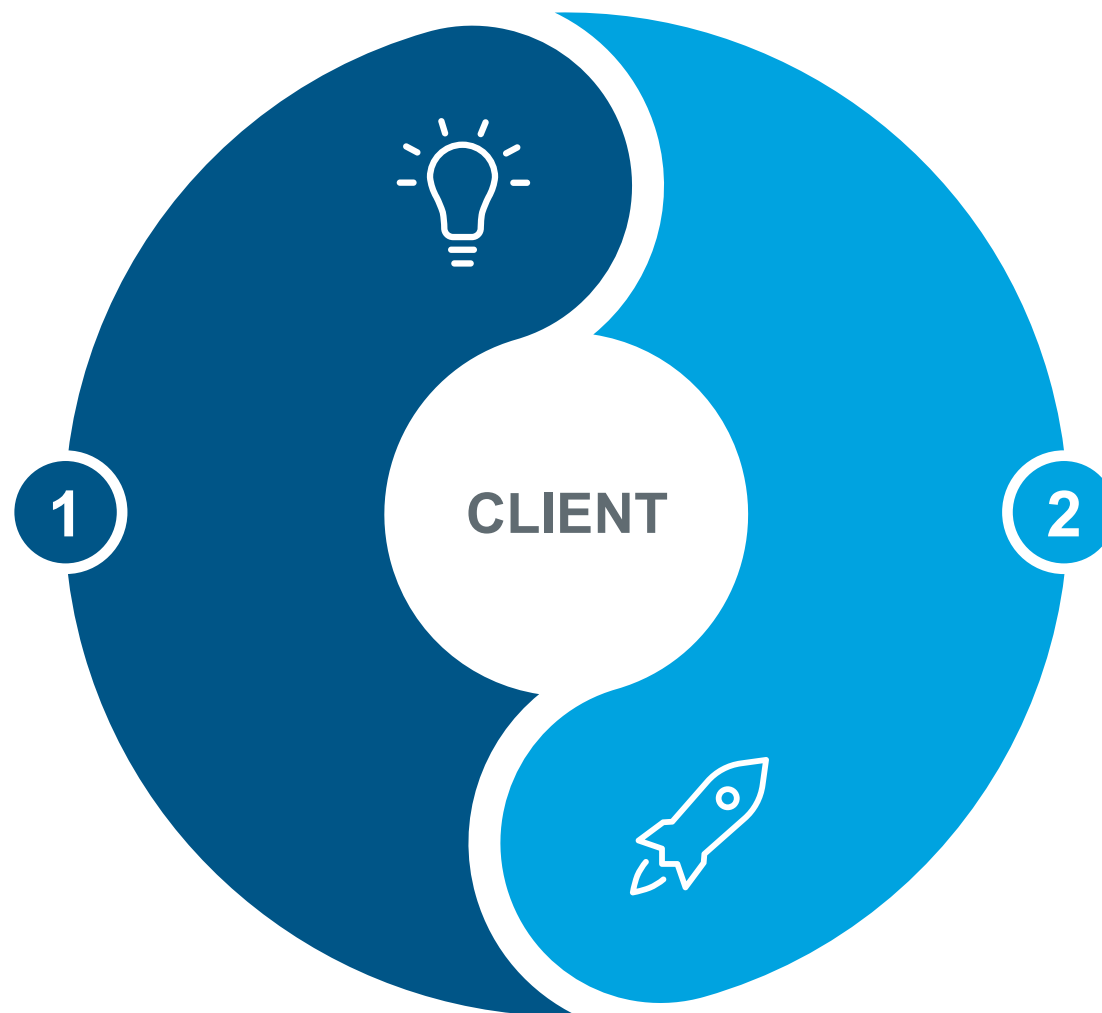
Ideally, find one partner for all you needs – Brand Fostering



After the pre-market work is done – its time to execute

Brand and commercial strategy

From commercial due diligence assessments on potential acquisitions, through to the development of global to local brand and GTM strategies; IQVIA Consumer Health provides a wide range of analytical, design and development services that clients need to build their value creation plans.



Sales and marketing execution

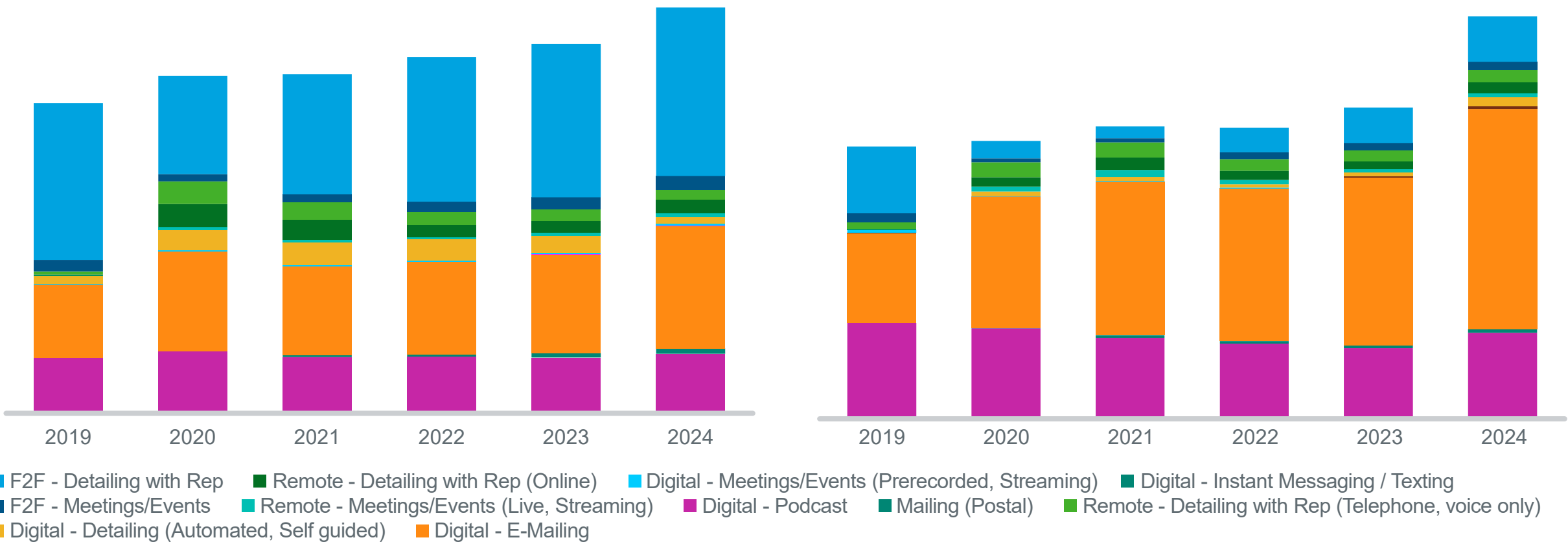
We work with our clients and in market partners to construct and execute the sales and marketing plans that enable our clients' brands to achieve the awareness, distribution and penetration objectives they have across the world.

We now operate in a complex sales and marketing environment

HCP engagement channels



Share of projected promotional volume



Source: IQVIA Global ChannelDynamics
Outsource to Outshine: Driving Value with Brand Fostering — Webinar — July 2025

Where brands are subject to a highly fragmented channel structure

Brand marketing fragmentation



But outsourcing can simplify this complex environment





Driving brand relevance with outsourcing



Why outsource brand and marketing creative services?

- **Anticipate** evolving consumer needs and category shifts with specialist insight
- **Adapt** rapidly to new regulatory, competitive, and regional requirements
- **De-risk** decision making with expert support in fast-moving or unfamiliar markets

- **Access** global capabilities and accredited partners
- **Leverage** commercial insights to identify winning market opportunities
- **Align** strategy, brand, marketing and execution teams across regions



**Navigating
market
complexity**



**Scaling global
impact**



**Accelerating
creative agility**

- **Inject** fresh thinking to challenge legacy ideas and spark breakthrough innovation
- **Compress** timelines from idea to execution with agile outsourced workflows
- **Scale** resources flexibility without long-term internal overhead

Benefits of outsourcing brand and marketing creative services



Bringing clarity and sustainability to probiotics



Situation

With regulatory changes in the UK that forbid the use of the name “probiotic” — consumer confusion and a rapidly expanding product portfolio forced a top to toe review of the brand, including its positioning.

Challenge

With category growth forecast to grow at more than 4x the rate of the overall digestive health category, numerous new competitors and retail private label ranges were beginning to erode the brand’s leadership position.

Solution

A qualitative study was performed to understand the barriers to purchase and the competitive landscape. This was followed by a semiotic review of the brand and the gut health category to better understand the visual and verbal language of the opportunity area. Furthermore, a sustainability review was undertaken as the brand wanted to reduce the use of plastic in their packaging.

Results

New listings in:

- Boots
- Tesco
- Waitrose
- Sainsbury’s

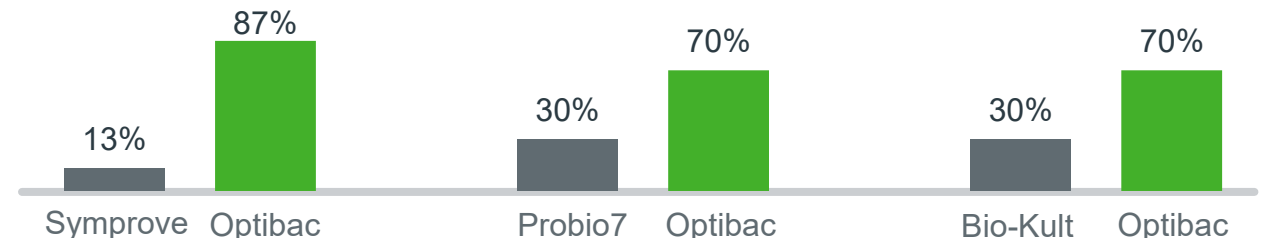
Reduced plastic
in the packaging by

90%



100+ SKUs to 52
13 cartons to 7

Research results against competitors



Achievements and results



Packaging design

New simplified branding and packaging that is seen as both aspirational and motivating by trade and consumers alike.



3D design and sustainability

New structural packaging that has also reduced plastic by over 96% in selected product SKUs.



Communications

Optibac's first-ever advertising campaign which communicated, "Good health starts with Optibac, the UK's most recommended friendly bacteria supplement."



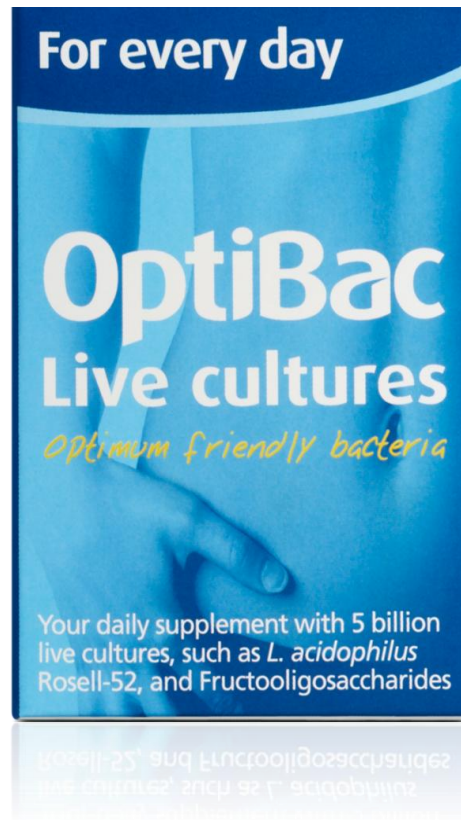
Range Architecture

Clear range architecture that has successfully reduced complexity and increased flexibility for the brand.

Achievements and results

Packaging design

OLD PACKAGING



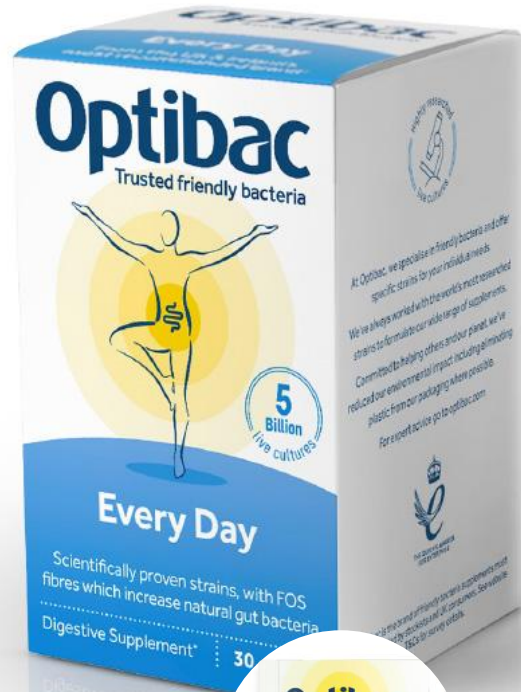
NEW PACKAGING



New simplified branding and packaging that is seen as both aspirational and motivating by trade and consumers alike.

Achievements and results

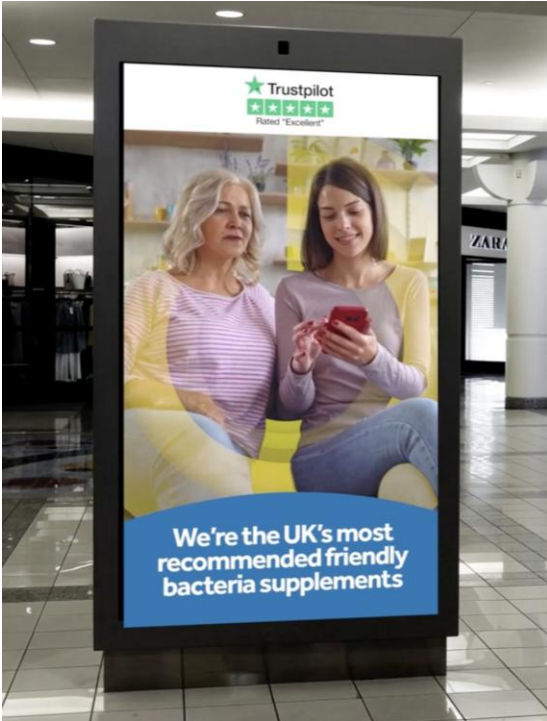
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Achievements and results

Range architecture




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Capturing stakeholder attention through outsourcing



The multiplication of HCP touch points means a clear content strategy is key





Content strategy

HCP digitization

Younger HCP population

Compliance

Channel specificities (Content type)

HCP evolving preferences

Galaxy of channels available globally to connect with HCPs



EMAIL

Magic-Link enabled, with individual level trackability via OneKey ID



SOCIAL MEDIA

Engage HCPs where they are: The Social Media advantage



WEBINARS

Engage, Educate, Empower: Connect through Webinars



NEWSLETTER

Stay informed, stay engaged: Your essential HCP newsletters



SEO

Boost visibility, Boost engagement: SEO for HCPs



PODCASTS

HCP engagement with the fastest growing channel worldwide



SMART MAIL

Scan, Connect, Engage: Turn paper into digital with Smart Mail



ONLINE B2B ADVERTISING

Reach HCPs on endemic medical environments



EVENTS

In-Person impact: Drive engagement via orchestrated events



CONNECTED MAIL

Effortless engagement: Connect with a tap through NFC technology



PROGRAMMATIC ADVERTISING

Engage with HCPs where they are on non medical environments



DOOH

Captivating healthcare with dynamic digital displays



CONTACT CENTRE

Empowering healthcare with a direct line to your customer



SMS/MOBILE

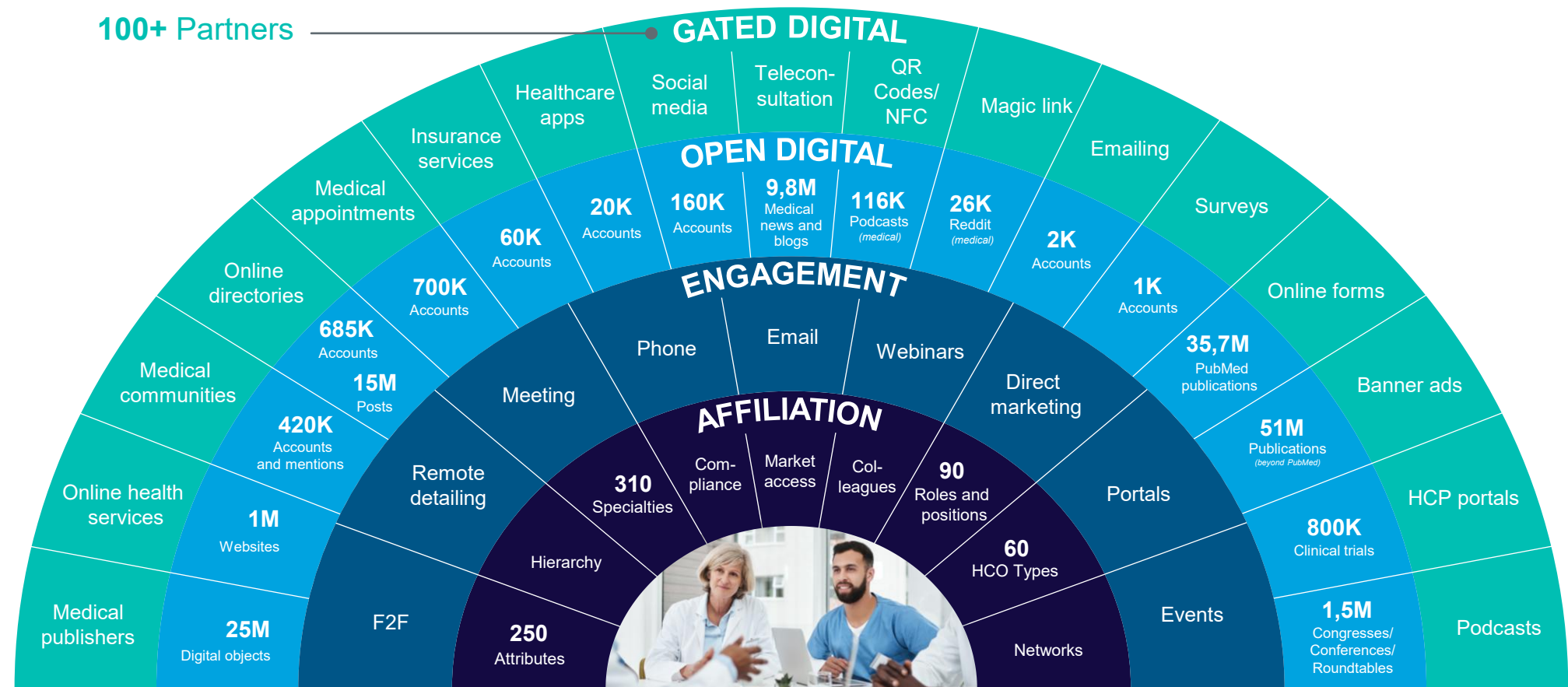
Reach HCPs anytime, anywhere with mobile messaging



GEOTARGETING

Connect with HCPs and Patients where they come together

Outsourcing partners can offer scalable, personalized engagement



Personalize Engagement:

Behaviour	Channel preference	Influence and networks	Digital activity	Scientific and clinical	Personas	Content	Share of voice	Sentiment
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Which enables insight-driven omnichannel orchestration



And helps measure marketing impact with cost-efficient options



3 Delivery and reporting



In-app quizz illustration

- Identification and targeting via industry reference database, OneKey
- Pre and Post engagement analysis of brand Share of Voice and HCP perception
- *Survey delivery across HCP eligible digital touchpoints (eMail, custom form, quizz, interactive mailers)
- Always-on advertising campaigns to maximize eConsent collection through social log-in implementation

Increasing awareness for skincare products supporting babies with sensitive skin



CASE STUDY
Global consumer
health brand

Situation

CAMPAIGN OBJECTIVE

Improve brand awareness for a range of skincare products to babies for sensitive skin and eczema-prone skin among dermatologists, general practitioners and pediatrics in Brazil, across Google display and social channels (Meta)

STRATEGY

Utilized OneKey data to reach the specific audience segment

KPI'S

Drive regional traffic to the website and maximize budget efficiency

Solution

- Recommended to develop 4 highly relevant and engaging ad hooks that were designed to capture the audience's attention and resonate with their interests. These hooks were rolled out over a 12-week period, with 1 new hook introduced every 2 weeks.
- Employed GIFs as an asset format to create visually appealing and interactive ads, leading to increased user engagement.
- Bidding strategy change which drove avg 3x engagement
- Smart creative optimization on low performing creatives with CTR% below planned benchmark, which resulted top performing creatives to gain more traction.
- Rerouting of budgets on Desktop to Mobile to increase more engagement.
- Terminating Low performing Ad placements like Facebook Reels, Facebook Explore, Facebook Marketplace & Facebook Video Feeds which in turn improved Ad Placement relevancy.

Results

Strong click-through rate

0.90%

surpassing the benchmark
range of 0.2%–0.8%

Effective targets reached

42%

approximately 27,699

1.5M impressions

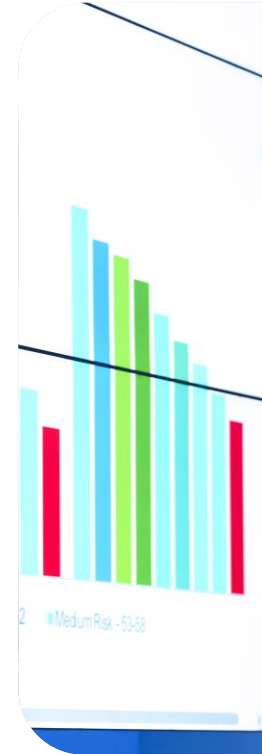
12.2K banner clicks



2.5K page views
40% bounce rate
~1min 5secs average time
spent on website

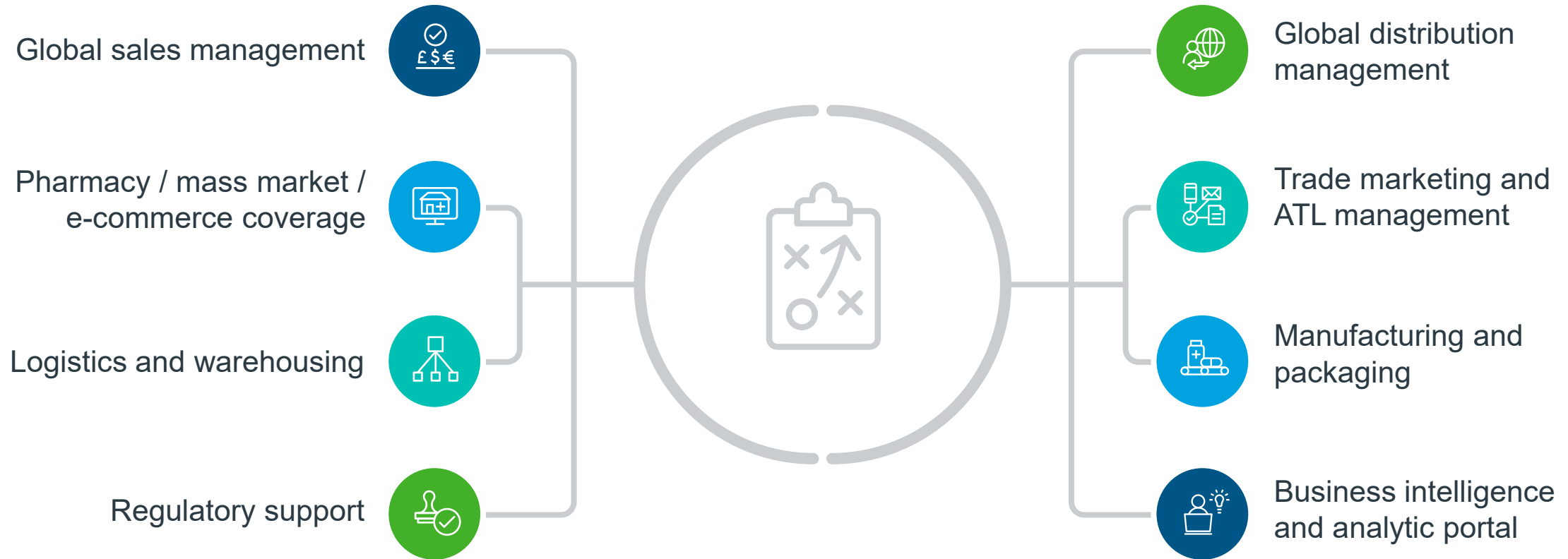


Success through Brand Fostering



Brand Fostering means coordinated and efficient market execution

A skilled commercial team, working with a global network of contacts, can grow your sales, build your brand and get your products to market faster, ready for your consumers to pick or click



Driven by a simple but powerful singular international solution

Roles and responsibilities



Brand owner

- Product development
- Clarity and sufficiency of promotional A & P Budget
- International logistics delivery to market e.g. FOB/CIF incoterms



IQVIA Consumer Health

- Multi Distributor management
- Commercial negotiation
- Operational control
- Sales and marketing implementation



Local market partner

- In market sales execution
- Trade channel coverage
- Retail negotiation
- Regulatory compliance

Breathe Right - Brand management across 21 markets



Services

BUSINESS INTELLIGENCE

- Commercial due diligence
- Market dynamics
- Category and consumer insight

CLIENT



MARKETING SERVICES

- Global brand strategy
- Brand regulatory
- Brand guidelines
- Packaging design
- Point-of-sales
- Digital assets (market websites / TV / social)
- Brand ambassador
- Global in-market implementation

OMNICHANNEL MARKET EXECUTION

- Market integration and transition
- Strategy and planning
- Sales execution
- Regulatory
- Logistics
- Customer services
- Finance
- Analytics

Results

119 SKUs

6 Trademarks
(transitioned seamlessly)

21 Markets

17 Distributors

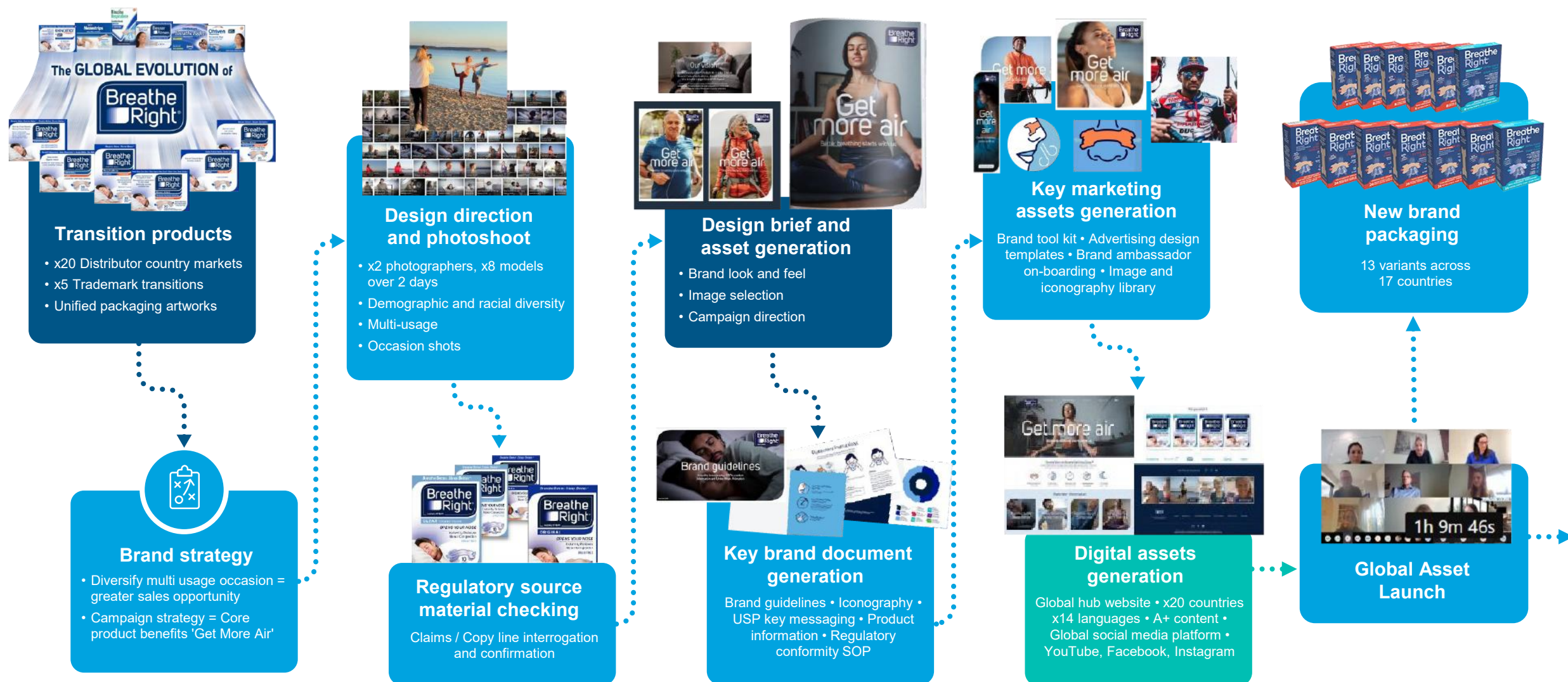
YOY Worldwide sales

20
Contracts
with

17
Distributors
in place within

6
Months

Creation of global brand and marketing assets



In market execution examples across channels in Spain, Germany, Greece, France and Japan

CASE STUDY
Breathe right

Spain: Advertisement featuring Jorge Martín, a Red Bull racing driver. Text: "Breathe Right TIRAS NASALES", "JORGE MARTÍN PATROCINADOR OFICIAL", "Respira Mejor. Hagas lo que hagas." Below the image is a photo of a man sleeping with the product in his nose, with text: "Αναπνεύστε Καλύτερα. Κοιμηθείτε Καλύτερα."

Germany: Advertisement featuring a woman sleeping. Text: "Breathe Right", "H καλύτερη αναπνοή αρχίζει με Εμάς", "Breathe more easily". Below the image are icons showing how to use the product: "Open the nose to breathe more comfortably", "Take in air more easily and breathe easier", "Help relieve light colds, nasal congestion".

Greece: Advertisement featuring a store display of Breathe Right products. Text: "Breathe Right", "Expand nostrils for easier breathing", "Respire. Bone. Daim Bone."

France: Advertisement featuring a woman meditating. Text: "Breathe Right® Πινικές Ταβιές", "Τρόπος χρήσης". Below the image are four numbered steps: 1. Καθαρίστε: Πλύνετε και στεγνώστε το δέρμα για να απομακρύνετε τυχόν βρωμιά και λιπαρότητα (για λιπαρά επιχρίσματα, χρησιμοποιήστε καθαριστικό με ουδέλο pH). 2. Τοποθετήστε: Αφαιρέστε το προστατευτικό κάλυμμα και τοποθετήστε την ταβιά στη μύτη. 3. Εφαρμόστε: Πιέστε το δέρμα προς τα μέσα και κρατήστε σφιχτά για να εδρασηθείτε καλά η εφαρμογή. 4. Αφαιρέστε: Αφαιρέστε τη μινερί ταβιά Breathe Right με κλειρά νύχθ καλάς πλύνετε το πρόσωπό σας ή κλέετε νύχθ. Πάντοτε αφαιρέστε με αρνήει κοήφιας. Χοήφιας τις άφες και ότι τα άφες αφαιρέσετε την ταβιά από το και σε 600 πλύνετε. Αφαιρέστε την ταβιά απλά χρησιμοποιώντας απλά για να μείνετε στην καλύτερη διαμεταστή αντίδραση ή τραυματισμού. Below the steps is a photo of a man sleeping with the product in his nose, with text: "Αναπνεύστε Καλύτερα. Κοιμηθείτε Καλύτερα."

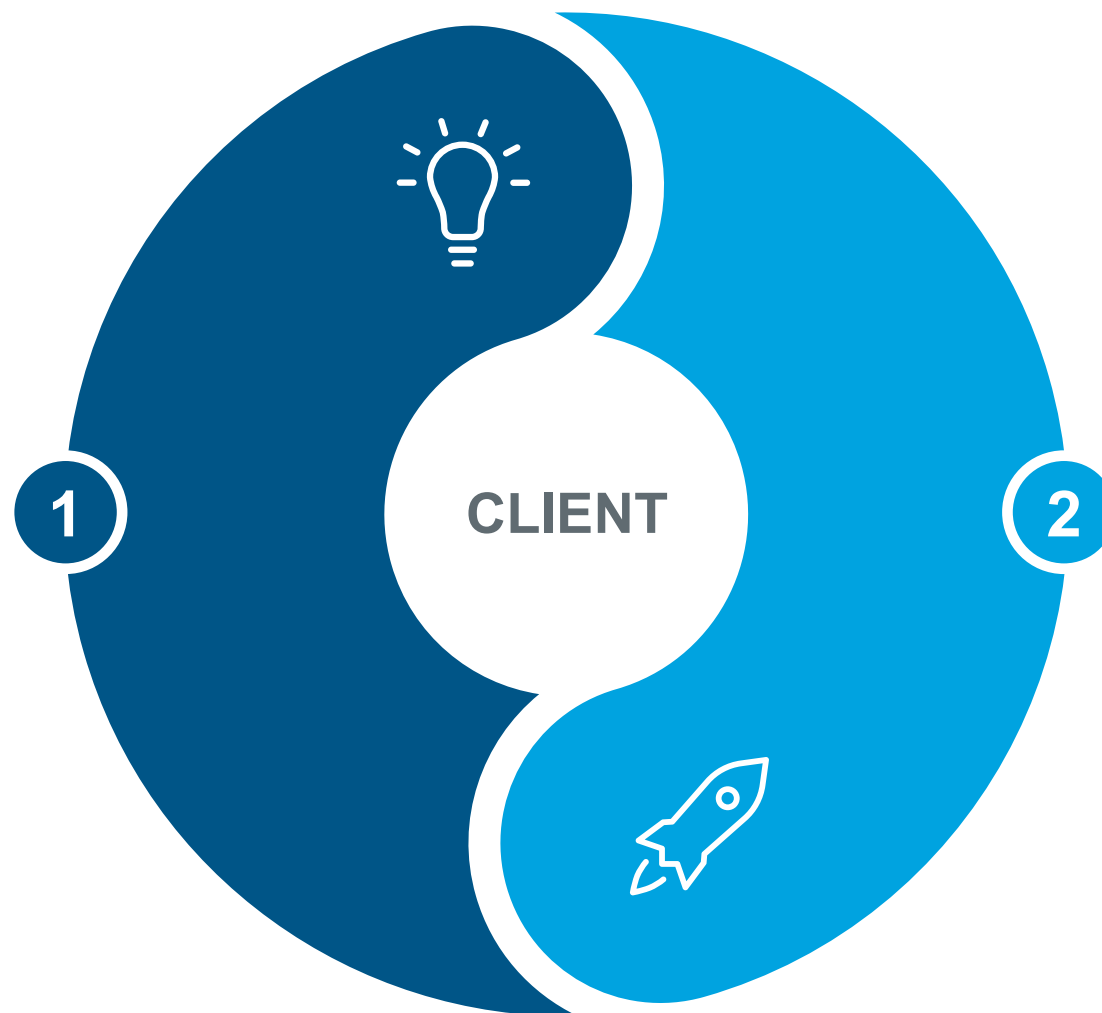
Japan: Amazon listing for Breathe Right. Text: "amazon", "Respirez mieux". Below the image are four numbered steps: 1. Καθαρίστε: Πλύνετε και στεγνώστε το δέρμα για να απομακρύνετε τυχόν βρωμιά και λιπαρότητα (για λιπαρά επιχρίσματα, χρησιμοποιήστε καθαριστικό με ουδέλο pH). 2. Τοποθετήστε: Αφαιρέστε το προστατευτικό κάλυμμα και τοποθετήστε την ταβιά στη μύτη. 3. Εφαρμόστε: Πιέστε το δέρμα προς τα μέσα και κρατήστε σφιχτά για να εδρασηθείτε καλά η εφαρμογή. 4. Αφαιρέστε: Αφαιρέστε τη μινερί ταβιά Breathe Right με κλειρά νύχθ καλάς πλύνετε το πρόσωπό σας ή κλέετε νύχθ. Πάντοτε αφαιρέστε με αρνήει κοήφιας. Χοήφιας τις άφες και ότι τα άφες αφαιρέσετε την ταβιά από το και σε 600 πλύνετε. Αφαιρέστε την ταβιά απλά χρησιμοποιώντας απλά για να μείνετε στην καλύτερη διαμεταστή αντίδραση ή τραυματισμού. Below the steps is a photo of a man sleeping with the product in his nose, with text: "Αναπνεύστε Καλύτερα. Κοιμηθείτε Καλύτερα."

Conclusion

Outsourcing helps you get to market and succeed in market

Brand and commercial strategy

From commercial due diligence assessments on potential acquisitions, through to the development of global to local brand and GTM strategies; IQVIA Consumer Health provides a wide range of analytical, design and development services that clients need to build their value creation plans.



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Q&A



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Thank you!

